



**SocialNetWatcher.com**

# **Social Media: Student's New Playground**

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# Social Media: Opportunity for Trouble?





Instagram



# Problems of Social Media

## ● Students Experience ...

- Cyberbullying
- Isolation
- Fewer “real” friends
- Less physical activity and fitness
- Poor socialization skills
- Poor verbal skills





# Problems of Social Media

## ● Schools Experience ...

- Rise in student suicide
- Rise in school violence
- More regulation & reporting requirements
- Adverse student performance
- Litigation
- Loss of insurance
- PR problems
- Government intervention



# 386 School Shootings 1992-2012

## 175 fatalities since 1990



**81% of shooters were Teenagers**

# Most Recent Shooting ???

- **May 18, 1927 - worst school shooting**
  - Bath Elementary, MI – 45 killed
- **April 1, 2014**
  - Byers Elementary, Charlotte, NC
  - One (1) killed
  - Over 175 killed as of May 9, 2014



# Students Shouldn't Post ... But Do!

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- **Illegal Activity**

- Drinking parties

- Drug use

- **Cyberbullying**

- Other students

- **Threaten violence**

- Toward the school

- **Trash teachers / administrators**

- False posts





# Students Shouldn't Post ... But Do!

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- **Confidential information**

- Report card

- Class schedule

- **Overly specific location check-ins**

- Predators can follow

- **Lied / Cheated / Plagiarized**

- Someone knows the “real truth”

- **Post emotionally**

- Reaction, anger, frustration



# What Are You Doing Now?

- **Friending on Facebook is time-consuming**
  - Fake accounts are not always accepted
  - Profiling students is unethical; illegal
- **Following on Twitter is data heavy**
  - Tweets roll-on quickly
- **Server based systems easily bypassed**
  - Kids can get around firewalls





# SNW: Opportunity for Solution



# Social Net Watcher Can Help

- **Data search for bullying, suicide & violence**
- **Automates tracking of student activity**
- **Generates reports & assists compliance**
- **Integrates student resources**
  - ☐ **Students become source of info**
  - ☐ **Better for student privacy**
  - ☐ **Saves administration time**
  - ☐ **Facilitates documented response**
  - ☐ **Cloud-based - No IT resources**





# Less Work/More Results

- SoNet is a Web based application running on Facebook or follow on Twitter
- Works from any computer or smart phone
- SoNet app runs in background on student's Facebook page
- Students post or read threatening message on Facebook or Twitter
- School Administrators alerted
- More Apps coming soon



# Research-Based Solution

## Database of terms

- **Phrases and threats sourced from ...**
  - **Police reports**
  - **FBI investigations**
  - **News sources**
  - **Actual Facebook / Twitter posts**
- **High school psychology expert on staff**
- **Student validation tool**



# Multi-Pass Phrase Analysis

- First pass – high value key words
- Second pass – selects adjacent words and identifies sentence structure
- Third pass – calculates intensity of threat,
- Identified as **Violence**, **Bullying** or **Suicide**
- Sent to qualified school official





# The Reality of Social Media

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- Over 90% of students are using it
- Blocking the Internet won't work
- Students provide intelligence
  - Students are the best source
- Social Media can be used as a tool for educational content
- Today's kids are digital natives  
*(not digital immigrants)*





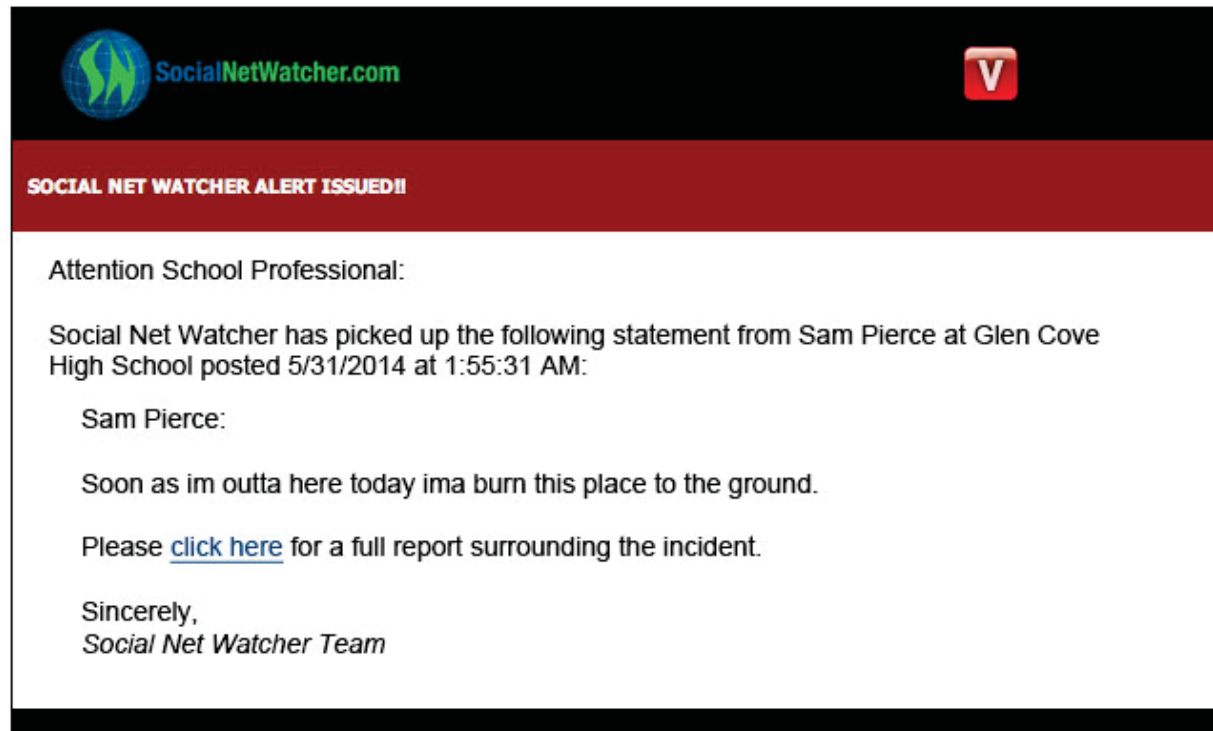


# SoNet is the only program that:

- Alerts educational professionals first
- Gives school administrators the option of contacting parents, security or law enforcement
- Provides information enabling schools to prepare an appropriate response



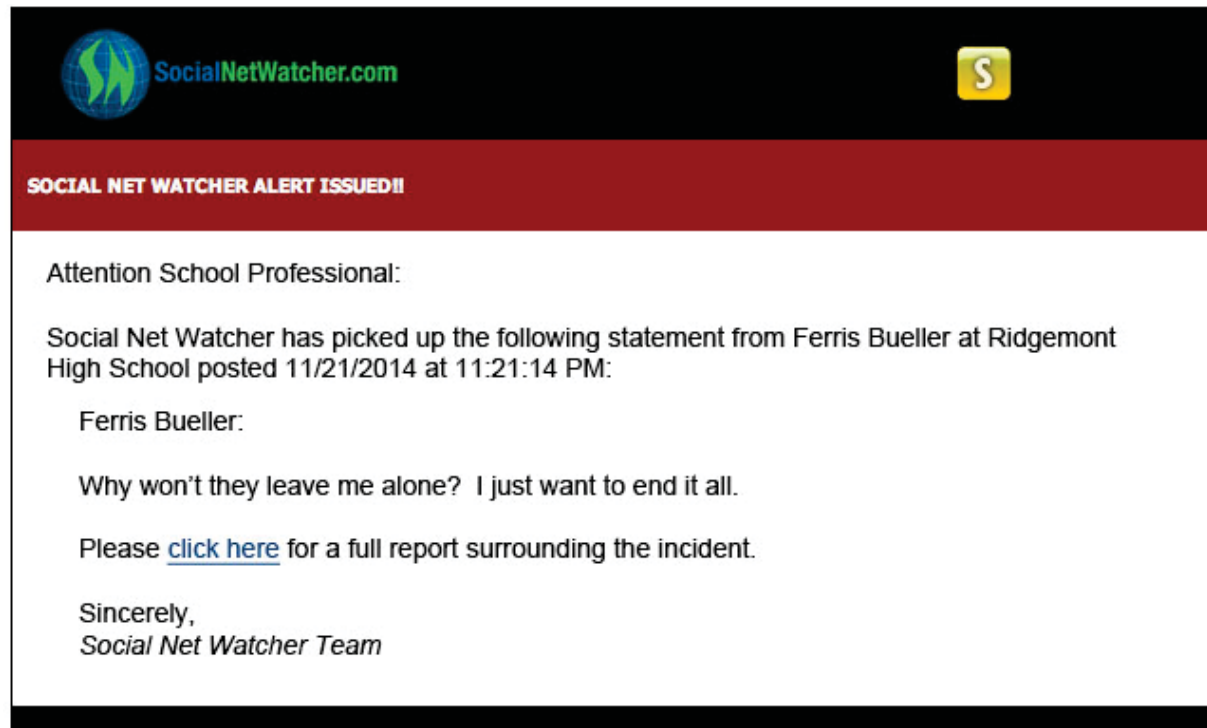
# SoNet is simple, easy & clear



**Violence:** Specific dangerous, flagrant and criminal activity and timelines either directed toward individuals or the school, and may include abusive or offensive language.



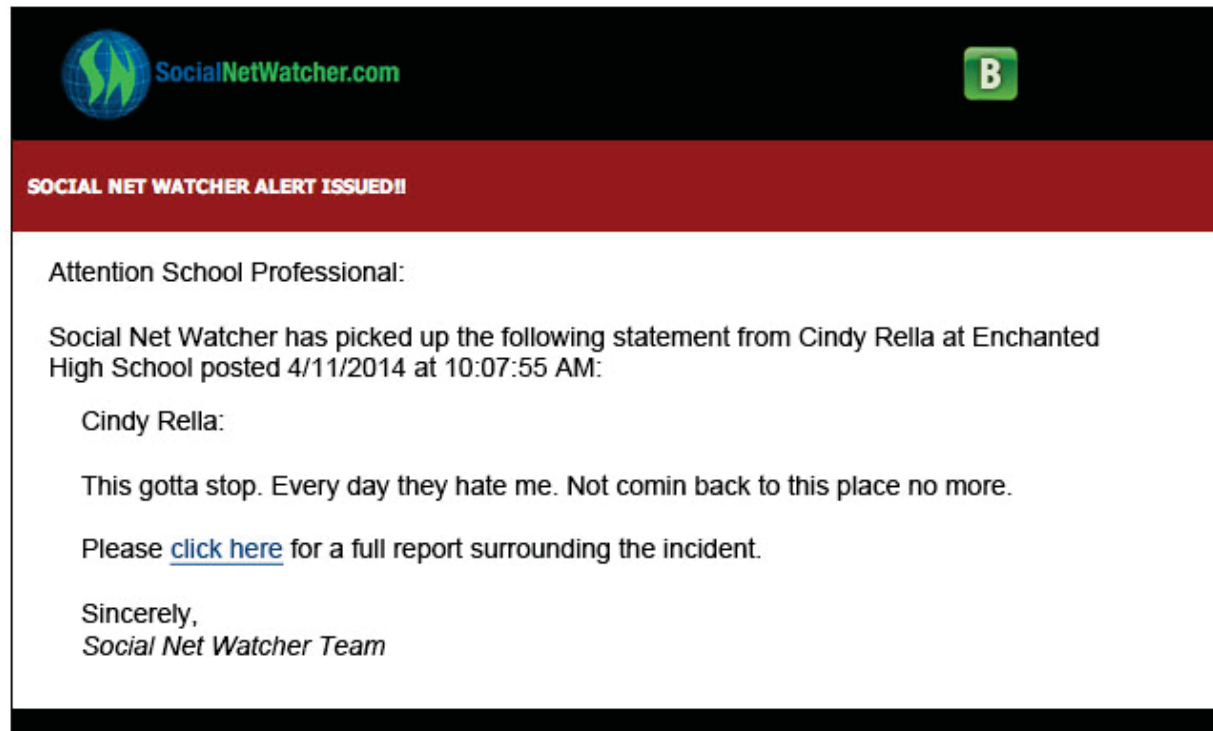
# SoNet is simple, easy & clear



**Suicide:** Threats to individuals or threats to cause self-inflicted injury, and may or may not indicate a specific time or criminal act. May include abusive or offensive language.



# SoNet is simple, easy & clear



**Bullying:** Anger toward others or danger from an angry act. May be inflammatory, but not criminal or intimidating. May include a plea for help or intelligence of future activity.





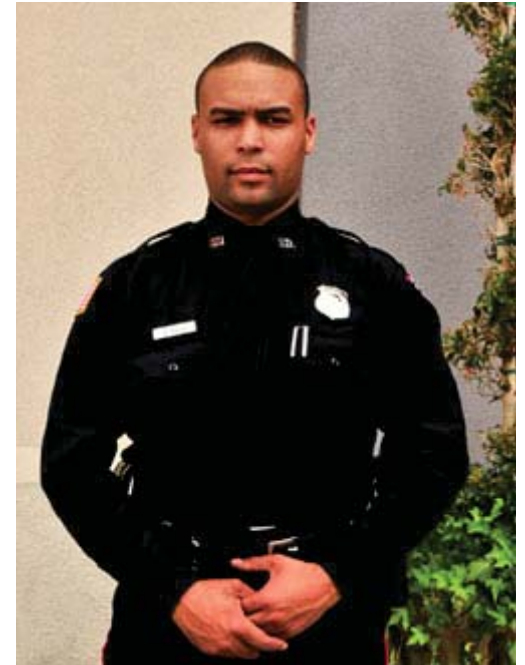
# Can You Lower Your Risk?

- Will students cooperate/evade?
- How many accounts/apps can you check?
- Is your legislature taking action?
- Can you document appropriately?
- Are you at risk of losing insurance coverage?
- What would a lawsuit cost?



# SoNet Plan is a Great Option

- **Less Intrusive than:**
  - ✓ **SROs**
  - ✓ **Armed Teachers**
  - ✓ **Security Equipment**
- **Accepted by Students**
- **24/7/365 Protection**
- **More Apps coming!**





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